

Code: 17BA3T2

II MBA - I Semester-Regular Examinations – November 2018

ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS MODELS

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Describe four characteristics of an Entrepreneur.
- b) What are the two sources of short term finance?
- c) Discuss the importance of the two building blocks;
Customer relationships & Key Activities.
- d) Discuss the different cost drivers.
- e) What do you understand by EFQM?

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) What is Entrepreneurship? Discuss the challenges that an Entrepreneur face while starting his venture.

(OR)

b) Discuss the different types of Entrepreneurs. Explain their characteristics.

3. a) What is feasibility analysis? Why is it important? Discuss the content of a feasibility report.

(OR)

b) Discuss the long term and short term sources of Finance for Enterprises that helps entrepreneurs to start and run their ventures successfully.

4. a) Explain how business model are generated, discuss its importance.

(OR)

b) What are the building blocks required to establish a canvas? Why is it important?

5. a) Why is VRISA analysis significant? Explain the concept and its relevance in business.

(OR)

b) What are the cost drivers that affects business directly or indirectly. Why is it important to assess them before any decision is implemented?

6. a) Explain MBNQA and describe its significance in achieving excellence in business.

(OR)

b) Illustrate the significance of core values and concepts in attaining Business Excellence with suitable examples.

SECTION-C

7. Case Study

1x10=10 Marks

The dual roles of mother and entrepreneur often conflict, and husbands and wives tend to develop separate career tracks that often cannot be reconciled. Women can also find it lonely in a business world, especially if clients are predominantly men; this was a problem for Nilam too. She was one of the females aspiring to become an Entrepreneur. Many women, however, have businesses that fit well with their interest and with women customers. These include services in beauty care, nutrition, education, entertainment etc. Nevertheless, being in business often exacts a double price for women, yet for those with determination like Nilam, the rewards are always waiting.

Questions:

1. Why many women now a days prefer to start their own ventures, rather than pursuing traditional career paths?
2. Describe the profile of an independent woman entrepreneur with reference to the given case.
3. Describe opportunities that women might find rewarding as business ventures, also discuss the advantages and disadvantages of unusual enterprises such as industrial hardware in the case.